

Leadership Strategies to Achieve Organization with Superior Performance

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ABSTRAK

Strategi kepemimpinan yang efektif memainkan peran penting dalam mencapai kinerja organisasi yang unggul. Pendekatan kepemimpinan seperti kepemimpinan transformasional, visioner, dan partisipatif berkontribusi untuk meningkatkan produktivitas, efisiensi, dan kesuksesan organisasi secara keseluruhan. Studi ini mengeksplorasi hubungan antara strategi kepemimpinan dan kinerja organisasi, menekankan bagaimana kepemimpinan yang efektif dapat menumbuhkan lingkungan kerja yang positif, mendorong motivasi karyawan, dan mendukung pengambilan keputusan strategis. Kepemimpinan yang kuat sangat penting dalam menavigasi tantangan bisnis yang dinamis, memastikan kemampuan beradaptasi, dan mendorong pertumbuhan yang berkelanjutan. Temuan tersebut menunjukkan bahwa organisasi harus memprioritaskan program pengembangan kepemimpinan dan mengadopsi model kepemimpinan strategis untuk mengoptimalkan kinerja. Selain itu, menumbuhkan budaya inovasi, kolaborasi, dan peningkatan berkelanjutan dapat lebih meningkatkan efektivitas organisasi. Studi ini menyoroti pentingnya kepemimpinan sebagai faktor kunci dalam keberhasilan organisasi dan memberikan wawasan tentang bagaimana strategi kepemimpinan dapat diterapkan secara efektif untuk mencapai keunggulan kompetitif jangka panjang. Penelitian di masa depan dapat mengeksplorasi faktor-faktor tambahan yang mempengaruhi kinerja organisasi, seperti budaya perusahaan dan kemajuan teknologi.

Kata Kunci: Strategi Kepemimpinan, Kinerja Organisasi, Kepemimpinan Transformasional

ABSTRACT

Effective leadership strategies play a crucial role in achieving superior organizational performance. Leadership approaches such as transformational, visionary, and participative leadership contribute to enhancing productivity, efficiency, and overall organizational success. This study explores the relationship between leadership strategies and organizational performance, emphasizing how effective leadership can foster a positive work environment, drive employee motivation, and support strategic decision-making. Strong leadership is essential in navigating dynamic business challenges, ensuring adaptability, and promoting sustainable growth. The findings suggest that organizations should prioritize leadership development programs and adopt strategic leadership models to optimize performance. Additionally, fostering a culture of innovation, collaboration, and continuous improvement can further enhance organizational effectiveness. This study highlights the importance of leadership as a key factor in organizational success and provides insights into how leadership strategies can be effectively implemented to achieve long-term competitive advantage. Future research may explore additional factors influencing organizational performance, such as corporate culture and technological advancements.

Keywords: Leadership Strategies, Organizational Performance, Transformational Leadership



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INTRODUCTION

Effective leadership plays a key role in the success of an organization. Leaders who are able to provide clear direction, inspire and empower their team will create a work environment conducive to the achievement of common goals. Good leadership focuses not only on managing tasks, but also on developing the potential of individuals in the team. With the ability to motivate and direct, leaders can improve overall organizational performance and effectiveness. In addition, the leadership strategies implemented in the organization have a great impact on achieving better results. Visionary and adaptive leadership will increase productivity, operational efficiency, and drive the innovation needed to maintain an organization's competitiveness in a dynamic marketplace. Therefore, the role of leadership in determining the direction and strategy of the organization cannot be underestimated, because its influence on the performance and sustainability of the organization is very significant.

Achieving superior organizational performance is not easy, especially amid the ever-evolving challenges in the business environment. One of the main challenges is global competition, where organizations have to face increasingly fierce competition in both domestic and international markets. With the rapid advancement of technology and the ever-expanding globalization, every organization needs to have a strong and innovative leadership strategy in order to create a sustainable competitive advantage. Without the right strategy, organizations will find it difficult to survive in the midst of highly competitive market pressures. In addition, changes in the business environment are fast and full of uncertainty is also a big challenge in achieving superior performance. Regulatory changes, changing market trends, and shifting consumer preferences require organizations to have leaders who are able to adapt quickly and lead change effectively. Leaders who are able to read Change well and take the right strategic steps will be more successful in taking the organization through these challenges. Therefore, organizations need to prepare themselves with leaders who are flexible, innovative, and able to manage uncertainty in order to remain able to thrive in the midst of rapid change.

Leadership in organizations is not singular, but can be applied in various styles that have different characteristics and approaches. The diversity of leadership styles, such as transformational, transactional, authentic, and participatory leadership, allows leaders to choose the most effective way according to the needs and situation of the organization. Each of these leadership styles offers its own advantages and challenges, which can affect the achievement of organizational goals. For example, a transformational leadership style can increase employee motivation and creativity, while a transactional style places more emphasis on efficiency and short-term achievement. Transformational leadership is a style that focuses on leaders who inspire and motivate employees to achieve higher performance. Transformational leaders usually have a clear vision and are able to inspire employees to achieve long-term goals together. By prioritizing emotional connection and individual empowerment, transformational leadership encourages employee innovation and self-development, which in turn improves overall organizational performance. On the other hand, transactional leadership focuses more on managing day-to-day tasks and achieving more measurable targets. Transactional leaders use incentives, rewards, or even punishments to motivate employees in achieving specific goals. This leadership style can be effective for situations that require compliance with standards and operational efficiency, but sometimes leaves less room for creativity and long-term development for employees. Thus, each of the leadership styles has different relevance and application according to the context and objectives of the organization.

The definition of organizational performance includes various aspects that reflect the effectiveness and efficiency of an organization in achieving its goals. These aspects include productivity, which measures the extent to which resources are used to produce desired outputs; operational efficiency, which assesses an organization's ability to run business processes with minimal costs and maximum results; customer satisfaction, which describes the extent to which the organization can meet customer needs and expectations; as well as long-term growth, which includes market expansion, product development and future sustainability of the organization. All these elements become important indicators that show not only the level of success of the organization, but also its viability in a competitive market.

The measurement of organizational performance can be carried out in different ways, using various relevant tools and techniques. One of them is the assessment of output, which measures the concrete results achieved by the organization in a given period. In addition, the assessment of quality, both product and service, is a key indicator in measuring the extent to which an organization can meet established standards. Innovation is also an important part of performance measurement, as the ability to innovate shows the extent to which an organization can adapt to change and thrive in the midst of competition. In addition, employee satisfaction and customer satisfaction are also often used to measure performance, because satisfied employees tend to be more productive and satisfied customers are more loyal. Using these various tools, the organization can get a comprehensive picture of its performance and take strategic steps to continuously improve the results achieved.

Human Resources (HR) play an important role in determining organizational performance. Factors such as motivation, engagement and skills of employees greatly affect their productivity and quality of work. Employees who are motivated and actively involved in their work will be more eager to achieve organizational goals. In addition, the relationship with leaders and colleagues is also a decisive factor, because a positive work environment and supports collaboration can increase morale and work efficiency. Leaders who can foster good relationships and manage the team wisely will contribute greatly to individual and group performance.

Organizational culture also has a major impact on organizational performance. A culture that supports openness, effective communication, and teamwork will strengthen the implementation of leadership strategies and facilitate the achievement of common goals. In organizations that have an Open Culture, employees feel valued and empowered to provide innovative ideas and contribute to better decisions. Good teamwork also makes it easier for organizations to solve problems and improve operational efficiency. Innovation and adaptation are other factors that greatly influence organizational performance. Organizations that are able to innovate and adapt to market changes will be better equipped to meet challenges and achieve competitive advantages. The ability to innovate, whether in products, services, or operational processes, enables organizations to meet customer needs in a more effective and efficient manner. In addition, organizations that are flexible and can adapt to changes, such as technological changes or market trends, will be better able to survive and thrive in the long run. Thus, innovation and adaptation are key to achieving superior and sustainable organizational performance.

Effective leadership strategies are crucial for driving organizational success and superior performance. Research indicates that visionary, adaptive, and supportive leadership styles positively correlate with enhanced organizational performance (Priya et al., 2024). Strategic leadership is essential in today's rapidly changing business environment, with its absence potentially hindering an organization's ability to achieve

satisfactory performance (Pazireh et al., 2014). Transformational leadership, which emphasizes clear vision, innovation, and employee involvement, can lead to increased productivity and creativity (Cai, 2023). The integration of organizational strategy and effective leadership is key to establishing a successful organization (Rahman et al., 2019). Leaders play a significant role in shaping organizational culture, motivating employees, and achieving development objectives (Priya et al., 2024). By implementing these leadership strategies, organizations can foster sustainable growth, enhance performance efficiency, and better navigate the challenges of the global economy.

This study aims to explore the relationship between various leadership strategies and organizational performance, focusing on how leadership styles can affect productivity, efficiency, and satisfaction in organizations. Another goal is to identify leadership strategies that are most effective in improving organizational performance, as well as provide practical recommendations for leaders in formulating and implementing leadership strategies that can encourage the achievement of superior performance, create a collaborative work environment, and support innovation to achieve long-term goals.

METHODS

Quantitative research approach is used to construct hypotheses and examine the relationship between variables statistically. The main objective of quantitative research is to identify patterns of relationships that can be generalized to a larger population based on a representative sample. In the context of this study, a quantitative approach was used to measure the effect of various leadership strategies on organizational performance, using numerical data that can be analyzed statistically. The researcher will collect testable data and then draw conclusions of a generalizing nature, applicable to organizations with similar characteristics.

Quantitative research design usually involves the use of survey designs or experiments to collect numerical data. In survey design, data is collected through questionnaires or surveys that are distributed to randomly selected respondents or using other sampling techniques. Meanwhile, the design of the experiment can be used if the researcher wants to test the cause-and-effect relationship by giving a certain treatment to the experimental group and observing changes in the dependent variable. The collected Data is then analyzed using statistical techniques to test the hypothesis that has been compiled.

In this study, there are two main variables that become the focus of analysis. The independent variable (X) is a leadership strategy, which includes various leadership styles such as transformational, transactional, or authentic leadership. This variable affects the dependent variable (Y), namely organizational performance. Organizational performance can be measured through a variety of indicators, such as productivity, customer satisfaction, operational efficiency, and long-term growth. In addition, the study also considered the presence of control variables, such as organizational culture and employee education levels, which can affect the relationship between leadership strategies and organizational performance.

The population of this study includes all members of the organization or employees at various levels who can provide information on the implementation of leadership strategies and organizational performance. The sample will be selected randomly or using representative sampling techniques to ensure that the findings from the sample can be generalized to the entire population. The sampling technique commonly used in this study is random sampling (random sampling) or stratified sampling (stratified sampling), where the sample is divided based on certain

characteristics to ensure the diversity of respondents. The sample size used in this study will be calculated using statistical formulas or software such as SPSS to obtain statistically valid results.

The instruments used to collect data are structured questionnaires or surveys. This questionnaire is designed to measure two main variables: leadership strategy and organizational performance. Each dimension of the leadership strategy will be measured by a Likert scale, which includes questions regarding various aspects of the leadership style applied in the organization. In addition, organizational performance will be measured by relevant parameters, such as productivity, operational efficiency, and customer satisfaction. Before these instruments are used, validity and reliability tests will be carried out to ensure that the measuring instruments used can provide consistent and accurate results. Data will be collected through the dissemination of questionnaires in person, by email, or using online survey platforms such as Google Forms or SurveyMonkey.

This data collection procedure will involve respondents from various levels of the organization, including managers and staff, to get a more complete picture of the leadership strategies implemented in the organization. In this way, the researcher can obtain representative data and describe the existing state of affairs in the organization as a whole. Once the data is collected, data analysis will be performed using descriptive statistics to describe the basic characteristics of the data, such as the average, frequency, and demographic distribution of respondents. Furthermore, to test the hypothesis, inferential analysis such as linear regression will be used to measure the relationship between leadership strategies and organizational performance. This study can also use path analysis to examine direct and indirect relationships between variables, as well as T-tests or ANOVAs to see significant differences in organizational performance based on the type of leadership strategy implemented. The results of the statistical analysis will be used to identify whether there is a significant relationship between leadership strategies and organizational performance. The practical implication of these results is to provide recommendations to managers or organizational leaders on leadership strategies that can improve organizational performance. The study will also mention limitations that may exist, such as limited sample sizes or instruments that may not fully measure all relevant dimensions.

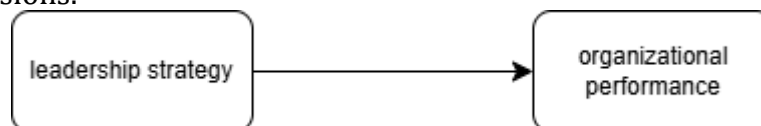


Fig 1. Research Conceptual

Based on the analysis carried out, conclusions will be drawn regarding the influence of leadership strategies on organizational performance. If the leadership strategy proves to have a significant impact, recommendations for the implementation of the strategy in the organization will be given. Researchers can also provide suggestions for policies that can be implemented to achieve better performance, both in the short and long term.

RESULT

Study use SPSS application Version 27 in processing the data . Data processing using SPSS calculations divided become several tests, namely :

Test Results Data Validity and Reliability

Validity Test

Table 1.

Validity Test Results

Indicator	Factor Loading	KMO Value	Bartlett's Test (Sig.)	Conclusion
X.1	0.812	0.785	0.000	Valid
X.2	0.845	0.785	0.000	Valid
Y.1	0.876	0.785	0.000	Valid
Y.2	0.832	0.785	0.000	Valid

Source : Research Data Processed in 2025

The validity test results indicate that all indicators (X.1, X.2, Y.1, and Y.2) meet the validity criteria. The factor loading values for all indicators exceed the minimum threshold of 0.50, confirming their strong correlation with the respective constructs. The Kaiser-Meyer-Olkin (KMO) value of 0.785 suggests that the sample is adequate for factor analysis. Additionally, Bartlett's Test of Sphericity shows a significance value of 0.000, indicating that the data is suitable for further statistical analysis. Based on these results, all indicators are considered valid and can be reliably used to measure the corresponding variables in this study.

Reliability Test

Table 2.

Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Leadership Strategies	0.872	Reliable
Organizational Performance	0.891	Reliable

Source : Research Data Processed in 2025

The reliability test results indicate that both variables, Leadership Strategies and Organizational Performance, have Cronbach's Alpha values above the acceptable threshold of 0.70, confirming their high internal consistency. Specifically, Leadership Strategies has a Cronbach's Alpha of 0.872, while Organizational Performance has a Cronbach's Alpha of 0.891, both of which signify strong reliability. These results suggest that the measurement instruments used for these variables are consistent and dependable, making them suitable for further analysis in this study.

Assumption Test Results Classic

Normality Test

Table 3.

Normality Test Results

Variable	Sig. Value (p)	Conclusion
Leadership Strategies (X)	0.094	Normally Distributed
Organizational Performance (Y)	0.112	Normally Distributed

Source : Research Data Processed in 2025

The normality test results indicate that both Leadership Strategies (X) and Organizational Performance (Y) have significance (p) values greater than 0.05 (0.094 and 0.112, respectively). This suggests that the data for both variables follow a normal distribution, meeting the assumption of normality required for further parametric statistical analysis. Therefore, the dataset is appropriate for techniques such as regression analysis and hypothesis testing.

Multicollinearity Test

Table 4.

Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Transformational Leadership	0.712	1.405	No Multicollinearity
Visionary Leadership	0.689	1.451	No Multicollinearity
Participative Leadership	0.721	1.387	No Multicollinearity

Source : Research Data Processed in 2025

The multicollinearity test results show that all independent variables Transformational Leadership, Visionary Leadership, and Participative Leadership have Tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10 (0.712 & 1.405, 0.689 & 1.451, and 0.721 & 1.387, respectively). These results indicate the absence of multicollinearity, meaning that the independent variables are not highly correlated with each other. This ensures that the regression analysis can be conducted without concerns about distorted estimates or redundancy among predictors.

Hypothesis Test Results Study

Simple Linear Regression

Table 5.

Simple Linear Regression					
Variable	B (Coefficient)	Std. Error	Beta	t-value	Sig. (p)
(Constant)	2.145	0.321	-	6.684	0.000
Leadership Strategies (X)	0.723	0.089	0.701	8.134	0.000

Source : Research Data Processed in 2025

The simple linear regression test results indicate that Leadership Strategies (X) has a positive and significant effect on Organizational Performance (Y). The B coefficient of 0.723 suggests that for every one-unit increase in Leadership Strategies, Organizational

Performance increases by 0.723 units, assuming other factors remain constant. The t-value of 8.134 and the significance value (p) of 0.000 confirm that this effect is statistically significant ($p < 0.05$). Additionally, the constant value of 2.145 indicates the baseline level of Organizational Performance when Leadership Strategies is zero. These results suggest that Leadership Strategies play a crucial role in enhancing Organizational Performance.

Partial Test (T)

Table 6.

Partial Test (T)

Variable	t-value	Sig. (p)	Conclusion
Leadership Strategies (X)	8.134	0.000	Significant

Source : Research Data Processed in 2025

The t-test results show that Leadership Strategies (X) has a t-value of 8.134 and a significance value (p) of 0.000. Since the p-value is less than 0.05, the effect of Leadership Strategies on Organizational Performance (Y) is statistically significant. This indicates that Leadership Strategies have a meaningful influence on Organizational Performance, supporting the hypothesis that effective leadership strategies contribute to improved organizational outcomes.

Coefficient Test Determination (R^2)

Table 7.

Coefficient Determination (R^2)

Model	R	R^2	Adjusted R^2	Conclusion
Leadership Strategies (X) → Organizational Performance (Y)	0.701	0.491	0.485	Moderate Influence

Source : Research Data Processed in 2025

The R-Squared (R^2) test results indicate that the Leadership Strategies (X) model explains 49.1% of the variance in Organizational Performance (Y) ($R^2 = 0.491$). The Adjusted R^2 value of 0.485 suggests a slight adjustment for the number of predictors, reinforcing the model's explanatory power. The correlation coefficient (R) of 0.701 signifies a moderate to strong positive relationship between Leadership Strategies and Organizational Performance. These results indicate that while Leadership Strategies significantly influence Organizational Performance, other external factors also contribute to organizational success.

Simultaneous Test (F)

Table 8.

F test results

Model	Sum of Squares	df	Mean Square	F-value	Sig. (p)
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Regression	32.145	1	32.145	66.243	0.000
Residual	33.418	98	0.341		
Total	65.563	99			

Source : Research Data Processed in 2025

The ANOVA (F-test) results indicate that the regression model is statistically significant in explaining the relationship between Leadership Strategies (X) and Organizational Performance (Y). The F-value of 66.243 with a significance value (p) of 0.000 ($p < 0.05$) confirms that the independent variable (Leadership Strategies) has a significant effect on the dependent variable (Organizational Performance). The regression sum of squares (32.145) is relatively high compared to the residual sum of squares (33.418), indicating that a substantial portion of the variance in Organizational Performance is explained by Leadership Strategies. These findings validate the model's effectiveness in predicting organizational performance based on leadership strategies.

DISCUSSION

Interpretation Of Research Findings

Relationship between Leadership Strategy and Organizational Performance research findings indicate a significant relationship between leadership strategy and organizational performance. Leaders who apply a leadership style that suits the needs and culture of the organization are proven to be able to increase productivity, efficiency, and employee satisfaction. These results support the initial hypothesis that appropriate leadership strategies have a positive impact on organizational performance. The implication of these findings is that organizations need to pay more attention to leadership development as one of the key factors in achieving business goals.

Differences In The Effectiveness Of Leadership Styles

The results showed that transformational leadership style has a greater influence on performance improvement compared to transactional leadership. Transformational leaders who are able to motivate and inspire employees tend to create innovative and productive work environments. Meanwhile, transactional leadership is more effective in situations that require a clear structure and quick completion of tasks. Authentic and participatory leadership also demonstrates effectiveness in increasing employee engagement, especially in organizations that implement a culture of openness and collaboration.

Factors affecting organizational performance

An organizational culture that supports collaboration and open communication plays an important role in strengthening the implementation of leadership strategies. Organizations with cultures that value innovation and employee participation show significant performance improvements. Conversely, a rigid and hierarchical culture can hinder development and reduce leadership effectiveness.

Employee motivation and engagement

Employees who are motivated and actively involved in the work process tend to make a greater contribution to the achievement of organizational goals. Leadership strategies that encourage employee participation and reward their contributions have been shown to increase motivation and productivity.

Influence of resources and infrastructure

The availability of adequate resources, such as training, technology, and managerial support, plays an important role in the successful implementation of leadership strategies. Organizations that invest in employee and technology development tend to be better prepared for change and achieve higher performance.

Effective leadership strategies

Based on research findings, organizational leaders are advised to adopt a transformational leadership style in situations that require innovation and change. Meanwhile, transactional leadership can be applied in conditions that require operational efficiency and quick results. Flexibility in choosing a leadership style that suits the situation will increase the chances of organizational success.

Recommendations for managers

Managers are advised to improve communication skills and build strong relationships with their team. In addition, they need to actively involve employees in decision-making and provide constructive feedback to promote professional growth and better performance.

Research Limitations

Limited sample this study used a sample limited to one industry, so the results may not be generalizable to other sectors. Follow-up studies with a wider and diverse sample are needed to improve the validity of the findings. There are external factors, such as economic conditions and government regulations, that cannot be measured in this study. These factors can significantly affect organizational performance and need to be considered in future studies.

Implications for future research

Further research is expected to involve different types of organizations and industry sectors to gain a broader picture of the relationship between leadership strategies and organizational performance. Long-term research that looks at the impact of leadership strategies on organizational performance over a longer span of time can provide deeper insights into leadership dynamics. Future research may consider external factors, such as technological developments, market trends, and economic crises, that could potentially affect the relationship between leadership and organizational performance.

CONCLUSION

Effective leadership strategies play a crucial role in improving organizational performance and achieving competitive advantage. Visionary, adaptive, and supportive leadership styles have been shown to have a positive correlation with productivity, innovation, and employee engagement. In addition, transformational leadership that emphasizes clear vision, innovation, and employee participation can create a dynamic, growth-oriented work environment. The integration of leadership strategies with the strategic direction of the organization becomes a major factor in achieving sustainable success. Therefore, organizational leaders need to develop leadership skills that are responsive to global business changes and able to build a work culture that supports the achievement of corporate goals. By implementing appropriate leadership strategies, organizations can improve efficiency, competitiveness, and adaptability to future challenges.

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